GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture & Cooperation Department – Nominating the A.P. MARKFED as Nodal Agency for distribution of all products pertains to "BHARAT BRAND" in AP State through its retail division Markup- Orders - Issued.

AGRICULTURE & COOPERATION (MKTG.III) DEPARTMENT

G.O.Rt.No.433 Dated:16-07-2024

Read :

MD, AP Markfed, Rc.No.APMF/Retail/BB/2023-24/001, Dt:12.03.2024 .

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ORDER:

In the reference read above, the Managing Director of A.P. MARKFED, Vijayawada has informed that the Government of India is allocating raw agricultural commodities to the distributors to convert them into finished product and sell them in the retail outlets all over India under the name "BHARAT BRAND. Therefore, he has requested the State Government to nominate A.P. MARKFED as the Nodal Agency for the distribution of all products pertaining to "BHARAT BRAND" in AP State through its retail division, Markup.

2. The Government after careful examination of the proposal hereby nominates A.P MARKFED as the Nodal Agency for the distribution of all products pertaining to "BHARAT BRAND" in AP State through its retail division Markup.

3. The Managing Director of A.P. MARKFED, Andhra Pradesh, Vijayawada shall take further necessary action in the matter accordingly and ensure that all the required checks and balances are in place to guarantee the benefits of Bharat Brand reach the intended retail consumers.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.RAJSEKHAR
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Managing Director, A.P MARKFED, Vijayawada.
Copy to:-
The Finance (FMU. A &C, AH DD &F, CS) Department.
PS to Hon'ble Minister for Agri. & Coop.
Prl.Secy. to Govt. (AM&C), Agri. & Coop. Department.
Sf/Sc.

//FORWARDED BY ORDER//

SECTION OFFICER

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